

## Claims

What is claimed is:

1. A set top terminal for generating an interactive electronic program guide for display on a television connected to the set top terminal, the terminal comprising:
  - means for retrieving user information for a subscriber;
  - means for receiving a television signal;
  - means for extracting individual programs from the television signal;
  - means for generating an electronic program guide for controlling display of content on a television screen, the guide comprising:
    - a favorites menu including names of programs available for selection, wherein the programs included in the favorites menu are based on the user information; and
    - means for receiving selection signals from a user input.
2. The terminal of claim 1, wherein the means for retrieving user information includes means for requesting information from the subscriber and means for receiving a response from the subscriber.
3. The terminal of claim 1, wherein the means for retrieving user information includes means for identifying frequently-watched programs and means for storing in memory identifiers of the frequently-watched programs.
4. The terminal of claim 1, wherein the means for retrieving user information includes means for identifying frequently-watched channels and means for storing in memory the frequently-watched channels.
5. The terminal of claim 1, wherein the menu includes a list of frequently-watched programs.
6. The terminal of claim 1, further comprising means for receiving program content information and means for matching the program content information with the user information, and wherein the means for generating includes means for generating the favorites menu to display programs selected by the means for matching.
7. A set top terminal comprising:
  - means for receiving subscriber information including information about television viewing preferences;

a memory that stores the subscriber information;  
means for receiving a television signal from an operations center;  
means for extracting from the signal individual programs for display on a television associated with the terminal; and

5 means for generating an interactive program menu on the television, listing a group of available programs, the group being selected based on the subscriber information.

8. The terminal of claim 7, further comprising means for receiving a signal from a user input device selecting one of the available programs, and means for causing  
10 the selected program to be displayed on the television.

9. The terminal of claim 7, wherein the television viewing preferences include frequently-watched programs.

10. The terminal of claim 7, wherein the television viewing preferences include frequently-watched channels.

15 11. The terminal of claim 7, wherein the means for receiving subscriber information comprises means for automatically tracking information related to viewing habits of the subscriber.

12. The terminal of claim 11, wherein the means for automatically tracking comprises means for automatically tracking information related to frequently-watched  
20 programs or frequently-watched channels, or both.

13. The terminal of claim 7, wherein the means for receiving subscriber information comprises means for activating a learning mode and means for receiving subscriber information while the learning mode is activated.

14. The terminal of claim 7, wherein the means for receiving subscriber  
25 information comprises means for querying a subscriber, and means for receiving the viewing information in response to the query.

15. The terminal of claim 7, further comprising:  
means for receiving program content information for the individual programs from the operations center; and

30 means for matching individual programs with subscriber information using the program content information, and

wherein the means for generating comprises means for generating the menu including programs identified by the means for matching.

16. A set top terminal for generating a customized menu of available programs for selection by a user, the terminal comprising:

means for receiving a television signal;

means for extracting individual programs from the television signal;

means for matching individual programs to a user of the terminal, using user information stored in a user profile; and

means for generating an interactive program menu that displays selected programs identified by the means for matching.

17. The terminal of claim 16, wherein the means for matching comprises means for matching based on content of the individual programs.

18. The terminal of claim 16, wherein the means for matching comprises means for matching based on channels frequently watched by the user.

19. The terminal of claim 16, wherein the means for matching comprises means for matching based on programs frequently watched by the user.

20. The terminal of claim 16, wherein the means for matching comprises means for matching based on demographic information related to the user.